



# *Protecting the Consumer Through Information Sharing: A Guide to Consumer Advisories*

Page 1 of 2

[www.michigan.gov/mda](http://www.michigan.gov/mda)

## **What is a Consumer Advisory?**

A **consumer advisory** is a notice informing consumers that a **ready-to-eat** (RTE) animal food is:

1. raw, undercooked, or not otherwise processed to eliminate disease causing organisms *and*
2. poses a significant risk.

## **Why are They Needed?**

Animal-based foods, such as meat, poultry, fish, shellfish, and eggs, **when eaten raw or undercooked** sometimes contain harmful viruses and bacteria. These foods pose an increased risk of foodborne illness.

To assist in making informed decisions when purchasing or eating food, consumers **must** be informed of risks through a "Consumer Advisory".

## **Which Food Establishments Must Provide Consumer Advisories?**

The consumer advisories must be given in all food establishments where **raw or undercooked** animal foods or ingredients are sold or served in a **ready-to-eat** (RTE) form.

## **What is Required?**

The establishment must inform consumers using effective written means. This may be on a brochure, label statement, table tent, deli-case or menu advisory or placards. A consumer advisory includes:

### **1. Disclosure**

### **2. Reminder**

## **What is a Disclosure?**

A disclosure is a written method of informing the consumer that a particular food item is or contains raw or undercooked foods from animals.

The disclosure may either fully describe the food item, or may asterisk (\*) the food item to a footnote that states that the items:

- a) "are served raw or undercooked"
- b) "contain or may contain raw or undercooked ingredients"

Examples of disclosure statements by description are as follows:

- a) "raw-egg Caesar salad",
- b) "oysters on the half-shell (raw oysters)",
- c) "hamburgers (can be cooked rare or to order)"

## **What is a Reminder?**

The reminder identifies the increased risk associated with consuming raw or undercooked animal-based food products. The reminder is satisfied when items requiring disclosure are asterisked to a footnote that uses one of the following four statements:

1. "regarding the safety of these items, written information is available upon request"; or
2. "when eating out or cooking at home, thorough cooking of foods of animal origin reduces the risk of foodborne illness. Contact your physician or public

\*Note: This document is for educational purposes only and should not be considered a replacement to reading the Food Code and Michigan Food Law of 2000. Food safety information and additional copies of this and other fact sheets are available from the Michigan Department of Agriculture's web page [www.michigan.gov/mda](http://www.michigan.gov/mda)

# Protecting the Consumer Through Information Sharing: A Guide to Consumer Advisories

health professional for further information”; or

3. “consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness”; or
4. “consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions”.

## What is an Effective Written Means?

The Michigan Food Law of 2000, section 6149, outlines procedures for fulfilling disclosure and reminder requirements using effective written means. Displaying the information in a manner that can be noticeably read by an interested person actively seeking this information is an effective written means.

## Examples of Disclosure and Reminder

To differentiate disclosure from reminder, in these examples the disclosure element is bolded and the reminder element is in Italics.

Five Star Sushi...to Go  
Ready-to-eat

Giant Clam Sushi\*  
Cucumber Sushi\*  
Bonito Sushi\*

**\*This food contains raw shellfish.** *Consuming raw or undercooked shellfish may increase your risk of foodborne illness, especially if you have certain medical conditions.*

Rodeo Roundup...to Go  
Ready-to-eat

Steak Tartare\*  
Tiger Sandwich\*  
Raw Kibbee\*

**\*Steak Tartare and Tiger Sandwich may contain raw beef.** *Consuming raw or undercooked beef, pork, or lamb may increase your risk of foodborne illness, especially if you have certain medical conditions.*

Sandwich Hut

Tuna Sandwich  
Egg Salad Sandwich  
BLT Sandwich  
Hamburger Sandwich (**cooked to order**)\*  
Rueben Sandwich  
Grilled Cheese Sandwich

**\*Consuming raw or undercooked meats may increase your risk of foodborne illness.**

House of Greens

Caesar Salad \*  
Chef's Salad  
Spinach Salad

**\*Salad dressing may contain raw eggs.** *Consuming raw or under cooked eggs may increase your risk of foodborne illness.*

\*Note: This document is for educational purposes only and should not be considered a replacement to reading the Food Code and Michigan Food Law of 2000. Food safety information and additional copies of this and other fact sheets are available from the Michigan Department of Agriculture's web page [www.michigan.gov/mda](http://www.michigan.gov/mda)